



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **10/08/12-11/06/12**

Contract / Revision **307328 /**

Original Date / Revision
08/08/12 08/08/12

Advertiser **Republican Party of FL - 3 P**

Agency **McLaughlin & Associates**

Buying Contact

**919 Prince Street
Alexandria, VA 22314**

Product
Bogdanoff, Gardiner, Gaetz

Agency Com 15%

Billing Contact

**566 South Route 303
Blauvelt, NY 10913**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **348**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	206	\$194,097.50	\$228,350.00	0.00
November 2012	22	\$23,991.25	\$28,225.00	0.00
Totals	228	\$218,088.75	\$256,575.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	206	\$194,097.50	\$228,350.00
10/29/12	11/04/12	22	\$23,991.25	\$28,225.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/08/12	10/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	11111--					5	\$1,200.00		0.00		
N 2	WPTV	10/15/12	10/21/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	11111--					5	\$1,200.00		0.00		
N 3	WPTV	10/22/12	10/28/12		CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00 NM	5	\$6,000.00



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Contract / Revision **307328** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3** Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7a M-F 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111--					5	\$1,200.00		0.00			
N 4	WPTV	10/29/12	11/04/12	M-F 6-7a M-F 6-7a	CM	6-7a	1111---	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111---					4	\$1,200.00		0.00			
N 5	WPTV	10/08/12	10/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	2222--	:30	10	\$1,500.00	FX	0.00	NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2222--					10	\$1,500.00		0.00			
N 6	WPTV	10/15/12	10/21/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111--					5	\$1,500.00		0.00			
N 7	WPTV	10/22/12	10/28/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111--					5	\$1,500.00		0.00			
N 8	WPTV	10/29/12	11/04/12	M-F 7-9a M-F 7-9a	CM	7-9a	1111---	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1111---					4	\$1,500.00		0.00			
N 9	WPTV	10/08/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	1111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1111--					5	\$650.00		0.00			
N 10	WPTV	10/15/12	10/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	1111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111--					5	\$650.00		0.00			
N 11	WPTV	10/22/12	10/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	1111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111--					5	\$650.00		0.00			
N 12	WPTV	10/08/12	10/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1111--					5	\$575.00		0.00			
N 13	WPTV	10/15/12	10/21/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111--					5	\$575.00		0.00			
N 14	WPTV	10/22/12	10/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111--	:30	5	\$575.00	FX	0.00	NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1111--					5	\$575.00		0.00			
N 15	WPTV	10/08/12	10/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	2222--	:30	10	\$500.00	FX	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	2222--					10	\$500.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	WPTV	10/08/12	10/14/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	22222--	:30	10	\$500.00	FX	0.00 NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	22222--					10	\$500.00		0.00		
N 16	WPTV	10/15/12	10/21/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00 NM	5	\$2,500.00
Week:		10/15/12	10/21/12	11111--					5	\$500.00		0.00		
N 17	WPTV	10/22/12	10/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00 NM	5	\$2,500.00
Week:		10/22/12	10/28/12	11111--					5	\$500.00		0.00		
N 18	WPTV	10/29/12	11/04/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	-1-1---	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
Week:		10/29/12	11/04/12	-1-1---					2	\$500.00		0.00		
N 19	WPTV	10/08/12	10/14/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00 NM	5	\$3,625.00
Week:		10/08/12	10/14/12	11111--					5	\$725.00		0.00		
N 20	WPTV	10/15/12	10/21/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00
Week:		10/15/12	10/21/12	11-----					2	\$725.00		0.00		
N 21	WPTV	10/22/12	10/28/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00
Week:		10/22/12	10/28/12	11-----					2	\$725.00		0.00		
N 22	WPTV	10/08/12	10/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
Week:		10/08/12	10/14/12	11111--					5	\$1,600.00		0.00		
N 23	WPTV	10/15/12	10/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	1111---	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
Week:		10/15/12	10/21/12	1111---					4	\$1,600.00		0.00		
N 24	WPTV	10/22/12	10/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	1111---	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
Week:		10/22/12	10/28/12	1111---					4	\$1,600.00		0.00		
N 25	WPTV	10/08/12	10/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
Week:		10/08/12	10/14/12	11111--					5	\$1,600.00		0.00		
N 26	WPTV	10/15/12	10/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
Week:		10/15/12	10/21/12	1111---					4	\$1,600.00		0.00		
N 27	WPTV	10/22/12	10/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00 NM	4	\$6,400.00
Week:		10/22/12	10/28/12	1111---					4	\$1,600.00		0.00		



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	WPTV	10/22/12	10/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	1111---	:30	4	\$1,600.00	FX	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	1111---					4	\$1,600.00		0.00			
N28	WPTV	10/08/12	10/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--					5	\$1,800.00		0.00			
N29	WPTV	10/15/12	10/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$1,800.00		0.00			
N30	WPTV	10/22/12	10/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$1,800.00		0.00			
N31	WPTV	10/29/12	11/04/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,800.00		0.00			
N32	WPTV	10/08/12	10/14/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-11---	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-11---					3	\$3,000.00		0.00			
N33	WPTV	10/08/12	10/14/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--					5	\$950.00		0.00			
N34	WPTV	10/15/12	10/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$950.00		0.00			
N35	WPTV	10/22/12	10/28/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$950.00		0.00			
N36	WPTV	10/08/12	10/14/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--					5	\$950.00		0.00			
N37	WPTV	10/15/12	10/21/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$950.00		0.00			
N38	WPTV	10/22/12	10/28/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$950.00		0.00			
N39	WPTV	10/08/12	10/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--					5	\$1,400.00		0.00			



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Advertiser **Republican Party of FL - 3 I** Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N39	WPTV	10/08/12	10/14/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--					5	\$1,400.00		0.00			
N40	WPTV	10/15/12	10/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11111--					5	\$1,400.00		0.00			
N41	WPTV	10/22/12	10/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$1,400.00		0.00			
N42	WPTV	10/29/12	11/04/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11-----					2	\$1,400.00		0.00			
N43	WPTV	10/08/12	10/14/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00			
N44	WPTV	10/08/12	10/14/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$725.00		0.00			
N45	WPTV	10/15/12	10/21/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$725.00		0.00			
N46	WPTV	10/22/12	10/28/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$725.00		0.00			
N47	WPTV	10/08/12	10/14/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$850.00		0.00			
N48	WPTV	10/15/12	10/21/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$850.00		0.00			
N49	WPTV	10/22/12	10/28/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
N50	WPTV	10/29/12	11/04/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
N51	WPTV	10/08/12	10/14/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **307328** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3** | Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N51	WPTV	10/08/12	10/14/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$850.00		0.00			
N52	WPTV	10/15/12	10/21/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
Week:		10/15/12	10/21/12	-----S-					1	\$850.00		0.00			
N53	WPTV	10/22/12	10/28/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
Week:		10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
N54	WPTV	10/29/12	11/04/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
Week:		10/29/12	11/04/12	-----S-					1	\$850.00		0.00			
N55	WPTV	10/08/12	10/14/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00			
N56	WPTV	10/08/12	10/14/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
Week:		10/08/12	10/14/12	-----S					1	\$500.00		0.00			
N57	WPTV	10/15/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
N58	WPTV	10/22/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
Week:		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
N59	WPTV	10/08/12	10/14/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
Week:		10/08/12	10/14/12	-----S					1	\$1,075.00		0.00			
N60	WPTV	10/15/12	10/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
Week:		10/15/12	10/21/12	-----S					1	\$1,075.00		0.00			
N61	WPTV	10/22/12	10/28/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
Week:		10/22/12	10/28/12	-----S					1	\$1,075.00		0.00			
N62	WPTV	10/29/12	11/04/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
Week:		10/29/12	11/04/12	-----S					1	\$1,075.00		0.00			
N63	WPTV	10/08/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **307328** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:20:00

Advertiser **Republican Party of FL - 3 I** Product **Bogdanoff, Gardiner, Gaetz** Estimate # **348**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N63	WPTV	10/08/12	10/14/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$850.00		0.00			
N64	WPTV	10/15/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$850.00		0.00			
N65	WPTV	10/22/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$850.00		0.00			
N66	WPTV	10/29/12	11/04/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$850.00		0.00			
N67	WPTV	10/08/12	10/14/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
N68	WPTV	10/15/12	10/21/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T--S					1	\$1,000.00		0.00			
N69	WPTV	10/22/12	10/28/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T--S					1	\$1,000.00		0.00			
N70	WPTV	10/29/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	---T--S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T--S					1	\$1,000.00		0.00			
													Totals	228	\$256,575.00